FUTURE INTERPRETIVE PROGRAM

The facilities, interpretive media, and interpretive programs described in the "Existing Conditions" section on the previous 12 pages will continue to be the foundation of the Riverway's interpretive efforts.

The "Future Interpretive Program" recommendations listed on the following 16 pages will describe additional or improved interpretive media and interpretive programs at St. Croix National Scenic Riverway.

INTERPRETIVE MEDIA

Introduction

On October 5-7, 2004, Long-Range Interpretive Planning (LRIP) workshops were held at three locations within St. Croix National Scenic Riverway that concentrated on the Riverway's interpretive media. These workshops were attended by interpreters and volunteers from the Riverway, four media specialists from the National Park Service's Harpers Ferry Center, and a number of Riverway partners. These workshops were critical in formulating the Riverway's interpretive media recommendations for the next ten years. The agreed-upon recommendations that resulted from these LRIP workshops are listed on the following pages in these categories:

Audiovisual Programs

Exhibits

Outreach and Partner Exhibits

Publications

Wayside Exhibits

Website

Much of the existing interpretive media along the Riverway is outdated due to materials, language, and/or how they address the Riverway's resource issues. The Riverway's publications and its website are the most up-to-date media types because, by their nature, their content can be more readily changed. However, the content of the park's other media (audiovisual programs, exhibits, and wayside exhibits) have remained largely unchanged for about 25 years. The interpretive media listed below and on the following pages will — when implemented — orient visitors to the Riverway's recreational opportunities and will help visitors make their own connections with the meanings and significance of the Riverway's natural and cultural resources.

Audiovisual Programs

Recommendations:

- Produce a new, 12-minute digital audiovisual program (i.e., "Park Film") for showing at Riverway Centers
- Develop an audiovisual program to train employees in organizations that bring groups to the Riverway
- Develop a PowerPoint program that provides a general introduction to the St. Croix National Scenic Riverway

In the future, all audiovisual programs produced for the Riverway will take advantage of the newest digital technology for these reasons: ease of future editing changes, reduced cost of media production, and increased lifespan of the audiovisual media products.

Riverway Movie (i.e., "Park Film")

Funds have been obtained to produce a new 12-minute overview "park film" (actually, a digital audiovisual program). Shooting for this film will begin in 2005 and it will be completed in 2006.

The film will create opportunities for emotional connections between the Riverway's resources and the viewers. The use of portions of interviews that reflect a variety of park experiences for audio and possibly video may be one method used; this can provide an extremely powerful human association with the film's themes. A sense of stewardship will be evoked through aerial and underwater photography, highlighting the park's scenery, recreational opportunities, and the threats facing the Riverway. The film will place in context how the Riverway has both benefited and been harmed by human interaction with it. The film will be played at all Riverway Centers and be made available to partner locations. The film will include a message that explains the importance of partners and that efforts to preserve the Riverway is a task undertaken by many.

Riverway Training Program

Park staff will create audiovisual programs that can be used to train non-NPS staff who work within the Riverway. These programs will be produced in a digital/ DVD format and will cover Riverway issues and current research, resources, interpretive themes and delivery methods, customer service, and river etiquette. The potential audiences are camp staff, business partners (especially canoe and kayak outfitters), and organized groups using the rivers.

PowerPoint Programs

Provide a PowerPoint program that gives a general introduction to the Riverway. This program could be used by interpretive or non-interpretive staff to start a campfire program, introduce the Riverway to community groups or at outreach locations. It will be able to serve as a stand-alone program or be adapted by the presenter to the specific audience or topic requested. Additional programs will be developed as needs are identified. These additional programs could be developed to complement the new film or highlight a topic (e.g., invasive exotics).

Exhibits

Recommendations:

- Plan, design, and produce new exhibits for the St. Croix River Visitor Center
- Plan, design, and produce new exhibits for the Namekagon River Visitor Center
- Develop a plan for an alternative use for the Marshland Center and convert it to this use with the help of partners
- Develop self-service exhibits interpreting the Riverway's cultural heritage at a restored Riverside School
- Plan, design, and produce outdoor, self-service exhibits for each of the Riverway's visitor centers

The linear nature of St. Croix National Scenic Riverway and its 252-mile length make it impractical for visitor centers to act as efficient gateways. Visitor facilities must therefore be designed to attract audiences with park overview information and interpretive experiences, especially where no dramatic features exist near the visitor center site.

The Riverway's visitor centers will provide a full range of park and partner publications. These will be available inside when the buildings are open and, when closed, outdoor racks or dispensers will carry a selection of free publications chosen for value to visitors. One of the Riverway's goals is to communicate the national-level value of its resources. The Riverway staff will develop more focused interior exhibits that provoke interaction and elicit a desire from visitors for closer contact with the park's resources.

Over the ten years of this Long-Range Interpretive Plan, the park staff plans to replace the exhibits at the Riverway's two major visitor facilities. They will be renamed for the river they stand beside. The exhibits at St. Croix River Visitor Center in St. Croix Falls, Wisconsin, will be replaced in 2006. The changes to the Namekagon River Visitor Center in Trego, Wisconsin, will require planning and funding for new exhibits to be installed within 10 years. While each visitor center's exhibits will briefly cover many of the park's themes, focal point exhibits at each visitor center will emphasize one or more of the Riverway's interpretive themes. This approach will provide visitors with a parkwide overview at each center, as well as allow each visitor center to interpret one or more of the park's primary themes in greater detail. The St. Croix River Visitor Center will remain a year-round facility, while the Namekagon River Visitor Center will be open May to October. Options for the Marshland Center are still being explored.

St. Croix River Visitor Center

In 2005, the Riverway began constructing a new headquarters building which is scheduled to be completed in 2006. This new building will house a 2,500 sq. ft. visitor center which will include restrooms, an information desk, a theater/multipurpose room, and a sales area. About 750 square feet of this facility will be dedicated to exhibits. The exhibit area is bordered by floor-to-ceiling windows that offer a river view. Exhibits at the new, renamed, St. Croix River Visitor Center will include aspects of the park's "Ecological Crossroads," "Rivers of Life," "A Fragile Place," and "Human Highway and Home" themes. Most examples shown will be from the St. Croix River, but the exhibits will provide an orientation and overview to the entire 252 miles. The expected audiences are national visitors, area residents, and river users.

Namekagon River Visitor Center

New exhibits at the renamed Namekagon River Visitor Center will emphasize the Namekagon River and the "Wild River Recreation," "A Fragile Place," and "Human Highway and Home" themes. The Namekagon River Visitor Center will provide maps, information, and services that visitors need for trip planning. The expected audience will be river users, area residents, and visitors traveling on Highway 53.

A large immersive exhibit centering on experiencing the river is a concept currently being considered. Safety issues will be emphasized in these exhibits. Other exhibit components in this facility might include a map of the entire Namekagon River, special features, seasons along the Namekagon River, interactive features, and changeable exhibits that focus on resource management and research.

Riverside School

This former one-room schoolhouse located on County Road S near Osceola, Wisconsin, will no longer be needed as a ranger station in 2006 when the new administrative headquarters building opens. Riverway staff will seek funding to restore this former one-room schoolhouse to its historic appearance and explore the feasibility of creating a visitor use facility with exhibits that will emphasize the "Human Highway and Home" theme. Because this facility will not be staffed, self-service exhibits must be created that minimize the potential of theft and vandalism. Copies of historic photos and limited artifacts will connect the overall human history of the Riverway with local events and places. Wayside exhibits will also be used to complement the interior exhibits. Burial mounds, historic County S road, and the area's rural landscape make it an excellent location to further reveal the human history of the Riverway. The Riverway staff will work with the Ojibwe and Dakota tribes to tell their stories. The expected audience would be visitors to the nearby St. Croix River Visitor Center, area residents, and regional tourists.

Marshland Center

Park staff is exploring the idea of alternative uses for the Marshland Center. One idea being explored is a river or fishing ecology center which will emphasize the park's "River of Life," "A Fragile Place," "Geology and Hydrology" and "Wild River Recreation" themes. The life of the river — at the surface and below the surface — will use fish as the focus from which the exhibit concepts will expand. Exhibits on aquatic life would include fish, shellfish, waterfowl, and mammals associated with aquatic life such as beaver and muskrat. The new exhibits might also highlight the effects of river hydrology, aquatic insects, water quality, and predator/prey relationships on fish.

Large aquarium tanks may be used to illustrate the Riverway's aquatic resources and allow better connectivity to visitors of all ages and learning styles. This facility also has the potential to combine aquatic research with interpretation by providing space for temporary exhibits that highlight research and issues relating to fishing or aquatic ecology.

While the Riverway pursues the feasibility of changing the Marshland Center into a river or fishing ecology center, it remains open to other ideas that may develop as part of its continuing outreach to the community and partners to better utilize the building and serve the public.

Another option would be to convert the breezeway between the bathrooms and the building into an interpretive area with wayside or panel exhibits added to the Riverway and tourism brochures on display there. Or it could be possible to secure all or part of the exhibit area from the rest of the building so visitors could use it as a self-serve visitor facility. These options would both benefit the traveling public that makes use of the restrooms, while using minimal staff time. The feasibility of these options will be pursued, while the Riverway remains open to any other ideas that may develop as part of the continuing outreach to partners and the community, seeking to better utilize the building and serve the public. No time frame has been established for choosing between the options.

Historic Cabins

The three cabins federally owned and eligible to the National Register of Historic Places and other cabins found to be historic will be reviewed for their use as interpretive facilities. A cabin could be stripped to its historic shell with wayside or panel exhibits highlighting the recreational history of the river, local craftsmanship, and construction methods used in the buildings. Other uses of restored structures might allow for an annual special event to be held. A feasibility study is being undertaken in 2005, to provide further direction. It is expected the cabins would be visited primarily by River users who would find a day use area while canoeing or kayaking on that stretch of the river.

Outreach and Partner Exhibits

Recommendations:

- Develop exhibits and other media to highlight the Riverway at partner locations
- Create table-top and free-standing exhibits for use at festivals, expositions, and at Riverway landings.
- Add interpretive markings to vans, canoes, and kayaks to increase visibility and enhance Riverway identification

Exhibits at Partner Locations

Many visitors access or learn about the Riverway through partner agencies, non-profits, and private sector partners. Riverway staff will pursue partnership opportunities and funding sources to experiment with non-traditional ideas, creative techniques, and new locations for exhibits and other media options over the next decade.

The primary purposes of pursuing and implementing these ideas are:

- 1. To provide information to encourage river users who do not typically go to NPS visitor centers to care about Riverway resources.
- 2. To reach people prior to their Riverway visit.
- 3. To strengthen the Riverway's relationships with other government agencies and private sector partners in reaching Riverway visitors.

Potential exhibit partners that might display interpretive panels include businesses with Incidental Business Permits: canoe outfitters, fishing guides and historic transportation businesses (paddleboats and trains) that provide visitor services to the public under permit with the Riverway. Other partners might include Minnesota Interstate Park, the Cable Natural History Museum, Riverway business partners, camps, resorts, paddleboats, excursion trains, and local governments.

Portable Exhibits

Park staff will create free-standing and table-top exhibits that can be transported to Riverway landings, local festivals and fairs, and regional conventions. These portable exhibits will be flexible enough to change interpretive content when needed, yet be well designed and of a professional quality to attract people at a variety of non-Riverway locations. These exhibits will also be available for use by park partners.

Branded Riverway Van and Canoe/Kayak

Park staff will apply an interpretive "wrap" (i.e., large-format graphics) to a currently owned van to promote the Riverway and attract attention. This van will be used by park rangers when visiting canoe landings in raising the visibility of the Riverway. This concept will also be tried on a smaller scale by creating decals for a canoe and/or kayak that could be used by a park ranger making public contacts on the rivers.

Publications

Recommendations:

- Revise and redesign the Official Map and Guide for the Riverway
- Enhance section maps by improving design and adding mileage information
- Encourage and support development of river guide books for both the St. Croix River and Namekagon River
- Reprint and distribute trash bags with interpretive messages

Interpretive publications provide visitors with relevant park orientation information and help them understand and connect to the Riverway. The park already has an active publications program that produces a variety of free materials for visitors. The park staff recognizes the importance that the terminology and symbols used in publications, wayside exhibits, and exhibits be in agreement. In both the short term and long term, the park staff will work to assure that uniform terminology and symbols in media will exist, thereby reducing the potential for public confusion.

The Riverway will continue to produce handouts for visitor use covering many topics such as hiking, camping, fishing, and safety. The park staff will continue to update these and improve their effectiveness. These publications will be designed so they can be easily downloaded from the Riverway's website. The park staff will also continue to produce rack cards as a cost effective approach to promoting the Riverway at outreach locations.

Official Riverway Map & Guide

The official Riverway Map and Guide is designed in the NPS unigrid format and is distributed at all visitor centers and is mailed on request. The brochure has two main audiences: those who receive it before their visit and use it to plan a visit, and those who pick it up at the Riverway as a souvenir and to provide a map and information about the Riverway. This full-color handout requires a complete refocus and redesign. The new brochure will orient visitors (emphasizing diverse recreational opportunities and experiences), will introduce Riverway interpretive themes, describe Riverway resources, and direct visitors to where they can get more detailed information. New photographs will highlight these resources and recreational opportunities. The map will be redesigned so it is easier to read, and symbols representing camping opportunities will more accurately reflect what is available in the park.

River Section Maps

More readable maps will be developed that incorporate river mileage information at landings and campsites. Additions or modifications will occur on an annual basis and be available in print or digital format.

River Guides

Separate River Guides are planned for both the St. Croix River and Namekagon River. These will be commercial products either developed cooperatively with Eastern National or by a private publisher. Printed on waterproof paper, these River Guides will focus on interpretation of the resources with facts and stories, more than the Riverway Map and Guide or River Section Maps. River Guides will focus on natural history and the human stories of the rivers. The River Guides will have less detailed maps than the River Section Maps, which are updated annually, to extend their commercial life. The two publications will complement each other, providing detailed river use information as well as educational material about Riverway resources.

Trash Bags

Riverway staff will continue to produce trash bags with printed interpretive messages to encourage visitors to help keep the Riverway clean. Distribution of these bags through Riverway staff and business partners helps increase the visibility of the Riverway's identity and mission.

Wayside Exhibits

Recommendations:

- Prepare a Wayside Exhibit Plan for the entire Riverway
- Produce and install exhibits specified in the Wayside Exhibit Plan
- Coordinate the wayside exhibit planning effort with the Riverway planning to improve wayfinding and identification signs

Wayside exhibits interpret specific park resources and stories at specific park locations and are available 24 hours a day, seven days a week. Located close to the features they interpret, wayside exhibits answer visitor questions and help facilitate intellectual and emotional connections between visitors and the park resources. The wayside exhibits and the terminology used on them will be coordinated with park signs, exhibits, and maps to assure compatibility and clarity.

Waysides Exhibits Planning and Production

The park staff will initiate wayside exhibit planning by identifying subjects and locations of desired wayside exhibits throughout the Riverway. The thematic topics of "Geology and Hydrology," "Ecological Crossroads," "River of Life," "A Fragile Place," and "A Human Highway and Home" directly tie to visible resources the river users will be seeing and are best suited to the wayside format. During the summer of 2005, an intern will review previous planning efforts, record the condition and location of the current waysides, and evaluate their effectiveness. After this review, the park staff will set priorities as to where to locate new waysides and relocate existing waysides to improve their effectiveness. Short-term improvements will be recommended for existing waysides and planning will start for a number of new wayside exhibits. Further planning of identified wayside exhibit, including text and panel layouts, will follow.

The park staff will then contract for the production of the wayside exhibit panels and bases. After the wayside exhibits are produced, coordination is needed to assure that each wayside exhibit base is installed at the correct location, accurate orientation, proper height (for ADA compliance), and with a hard-surface site pad around each base to make it accessible to all visitors, including those in wheelchairs.

A challenge facing the Riverway is to assure that visitors easily find and access recreational opportunities, and understand that the Riverway is part of the National Park System. In recognition of this, the park will coordinate the wayside exhibit planning effort with Riverway planning to improve wayfinding and identification signs.

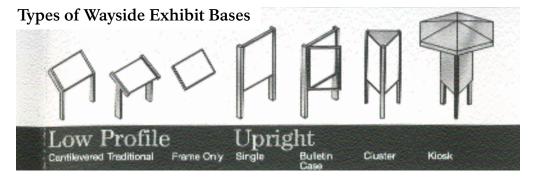
Types of Wayside Exhibits

In addition to park-produced bulletin boards and regulatory signs along the Riverway, the park staff envisions three types of wayside exhibits that conform to NPS sign standards:

Landings and Visitor Centers: A three-sided cluster of upright wayside exhibits will be placed at the Riverway's landings and visitor centers at locations that are easily visible and readily accessible. One panel will orient visitors to the overall Riverway through text and or maps; a second panel will convey a site-specific message; and the third panel of the three-sided cluster will be either an additional site-specific panel or a bulletin case for changeable information as needed.

Trailheads: At park trailheads along the Riverway, upright orientation exhibits will help visitors make choices about experiencing the park's trails. Information about trail distance and difficulty will be included, as well as park safety and resource protection information. Some trail features, sites, and related interpretive themes will be highlighted to entice visitors to hike this and other park trails.

Features of Significance: Interpretive, low profile wayside exhibits will be placed within the park at selected features worthy of interpretation. The site-specificity of each wayside exhibit, its support of park themes, its accessibility, and its potential for reaching large numbers of visitors will be the criteria used in selecting these wayside exhibit sites.



Bulletin Boards: The Riverway has produced and will continue to produce double-width bulletin boards made from wood that include the name of each bulletin board's location on the bottom of the frame, and the NPS arrowhead and "St. Croix National Scenic Riverway" along the top. The supports going into the ground are double posted to reduce vandalism. These bulletin boards contain safety and regulatory information and can be found at the park's major landings. Map boxes have been attached to the sides.

Website

Recommendations:

- Enhance the Riverway website by adding more information and increasing the interpretive components,
- Add a map incorporating photos and information helpful in trip planning
- Enhance interactivity with the Riverway website by visitors and educational groups

The current website for the Riverway is in transition. In 2005, the websites of all NPS areas will migrate to a new web format. A content management system specifically adapted for the NPS will increase uniformity between NPS websites and allow for more NPS staff to participate in updating and adding material to the websites, thereby encouraging continued expansion. The Riverway's current website is primarily an information tool that gives visitors online versions of park publications, maps, material to help them plan their trip, and some resource and management information. As the Riverway website changes to conform to the new NPS format, park staff will make the website more interpretive, as well as informative.

Park staff will add teacher/student information, documentation, and educational resources designed to assist teachers with lesson plans for Riverway and watershed education. Interactive quizzes or activities for assessment and applied learning will be created.

Orientation and trip planning will be expanded. Park staff will create an interactive layered map that will give the location and specific information about amenities and services that that can be found along the Riverway (e.g., boat launches, telephones, restrooms, shopping, visitor center locations, etc.) with attached photo images. Park staff will explore adding Global Positioning Satellite (GPS) information to maps and more images of what a river stretch looks like. Park staff will also integrate current information through some dynamic web applications such as a moderated BLOG, or web log, that would allow visitors to input information that other visitors may find important (e.g., insect reports, wildlife viewing, water levels, etc.) or other formats.

Technology needs to be kept current and utilized to insure a dynamic and appealing website to assist all users. As new technology creates new ways to receive and use information, the Riverway will attempt to capitalize on this technology to improve our ability to serve the public.

INTERPRETATION AND EDUCATIONAL PROGRAMS

Introduction

On November 3, 5, 9 and 10, 2004, Long-Range Interpretive Planning workshops were held at four locations within St. Croix National Scenic Riverway. These workshops were attended by interpreters and volunteers from the Riverway and a large number of Riverway partners. These workshops were important in formulating the Riverway's educational program goals for the next ten years. During these workshops, three concepts were developed to guide Riverway interpretive and educational programming:

- Strengthen the focus on specific natural and cultural resources and increase awareness of the complexity and special qualities of Riverway resources to foster personal connection to the rivers and commitment to stewardship.
- Enhance orientation functions and trip planning services to better serve the public.
- Focus programming on Riverway resources rather than broad-based natural and cultural resource themes.

While the Riverway has a history of successful public programming, the park staff realizes that they are missing some audiences. The environmental education programs that are offered focus primarily on fourth graders. Public programming focus remains more on canoeists than other user groups. Park staff provides more programs near staffed locations such as visitor centers, while missing stretches of the Riverway from Hayward north on the Namekagon and downstream from Stillwater to Prescott on the St. Croix. There are many groups that typically do not have NPS contact that need to be reached, along with many other recreational user groups. Both local and regional visitors need to be served. More opportunities need to be developed for visitors to provide service through volunteering to help them foster a stronger sense of stewardship whether traveling as a family, a group, or a class of students.

The program recommendations listed on the following pages will — when implemented — reach a broader cross section of park audiences. These educational program recommendations will re-focus on the Riverway's primary stories as expressed in the interpretive theme statements listed on pages 10-11 of this document.

Programs for Schools and Organized Groups

Recommendations:

- Develop a set of five core Riverway programs
 - 2nd Grade: "River Signs" focus on observation of nature
 - 4th Grade: "Rivers are Alive" focus on the ecology of the rivers
 - 4th Grade: focus on the cultural heritage of the rivers and region
 - Middle school: focus on the Riverway's water quality
 - High School: focus on river conservation and current critical issues along the Riverway
- Present teacher workshops to increase teacher knowledge and understanding of Riverway programs and supportive materials and information
- Develop an email newsletter for educators on Riverway issues

Riverway education programs will move toward a curriculum-based offering of programs for different grade levels. The core will remain "Rivers Are Alive" for fourth graders which is presented at the Riverway. Park staff will rework the "Loggers Day" program (which is also for fourth graders) to highlight significant and meaningful aspects of the Riverway's human history and its relationship to the rivers that can be offered on-site or off-site. Park staff will develop a program for second graders based on the current "Tracks" program to expose children to the Riverway's resources and to develop their observation of nature. Park staff will create an on-site program for middle school students that focuses on water quality, macro-invertebrates, and mussels. At the high school level, the park staff will develop an off-site program opportunity that involves the history of conservation of the Riverway, resource management, and current issues that encourage critical thinking and stewardship. Programs developed for educational groups are also presented to organized groups of the same age range.

These education programs will be linked to state academic standards and fully developed with associated resource packages, related curriculum guides, supplemental programming, and/or traveling trunks to encourage teachers to further enhance these learning opportunities. Teacher workshops will be offered to make teachers aware of the opportunities the curriculum and enhancements present for site-specific, relevant teaching. The educational packages will also be placed on the Riverway website for easy access. Once these new, curriculum-based educational programs are developed, the park staff will phase out providing special programs, specifically developed at the request of an individual teacher, due to the expense of creating new programs that are only presented a few times.

To further communicate with teachers, the park staff will create an email newsletter with information on current issues, activities incorporating Riverway information, or ways Riverway information could be incorporated into lessons. We will encourage teachers to apply for seasonal employee positions at the Riverway. Park staff is open to working with teachers and group leaders to further expand the Riverway's educational opportunities.

Programs for the Public

Recommendations:

- Expand informal interpretive contacts at high use locations along the Riverway
- Expand Saturday evening programs to public and private locations along the Riverway
- Provide programs, training and resources to camps and other organizations that are bringing groups to the rivers
- Expand programs for many audiences that underutilize current programming

Park staff will expand programming throughout the Riverway, especially along the Namekagon River from Hayward upstream and along the St. Croix River from Stillwater downstream. Programming will also be expanded to reach new audiences, by offering programs at different locations, contacting organized river users, and seeking audiences from different user groups. In addition, programming will be planned far enough in advance so that the Riverway or its partners can advertise the programming. This will provide greater NPS recognition and more visitors the opportunity to participate in the programs.

The informal interpretive interaction with visitors and resource protection that occurs when an interpretive ranger is at a Riverway landing or canoeing on one of its rivers is an important activity. The Riverway will expand informal contacts at locations where significant numbers of people gather on weekends and holidays to encourage stronger connections with the resource and to head off potential problems.

Park ranger programs on Friday, Saturday, or holiday evenings during the summer will still be scheduled at partner locations within the Riverway. The goal of presenting these programs is to reach river users and potential users, to provide orientation to the Riverway, and to connect the campers' experiences with Riverway resources. The park will include additional public and private campground locations, working with additional park partners. An introduction will be developed for

presenting at programs to insure that visitors get a basic understanding of the Riverway.

Park staff will expand working with camps and other groups that bring young people to the Riverway. Park staff will train youth group leaders through workshops, videotapes, and reference materials. Park staff will interact with the youth groups themselves through programs, volunteer opportunities, or other means to promote safety, resource protection, and visitor orientation. Youth groups from populations that don't traditionally use the Riverway will be given top priority in scheduling.

Current programs aboard scenic trains and paddleboats will be revised to be more educational and scheduled in advance with adequate publicity.

Special Events and Outreach

Recommendations:

- Cooperate with partners and neighboring communities on special events along the river and within the region
- Present one special event each year on the St. Croix and Namekagon rivers
- Strengthen contacts with regional colleges and universities
- Reach out to populations that use the Riverway but are not being reached by existing media and non personal services

Riverway staff will continue to provide cooperative programs about the Riverway at special events developed by communities along the St. Croix and Namekagon rivers. Examples include Wannigan Days in St. Croix Falls and Taylors Falls, and Musky Fest in Hayward.

Park staff will initiate and hold one special event per river per year. The special events sponsored by the Riverway draw a few hundred, not thousands of people, and are programs that highlight some aspect of the Riverway. The combined St. Croix Sojourn (a canoe trip with educational stops) and Hands on History (a demonstration of heritage skills) are examples of Riverway special events.

Park staff will continue to participate in programs outside the Riverway's boundaries to enhance the park's visibility and connection to the National Park Service. The main focus of this outreach is to reach potential Riverway users and inform them of the park's unique resources, protected status, recreational opportunities, and its rules and regulations, creating opportunities for visitors to connect to the

resources. Examples of outreach efforts are Canoecopia in Madison, Wisconsin, and Outdoor Expo in Minneapolis, Minnesota.

Park staff members have participated at events focusing on fishing, and continue to look for appropriate venues to reach out to boaters and other river users who have had little contact with Riverway media or education programs. Staffing booths at community events helps the park stay in touch with communities along the Riverway. Outreach efforts at nearby colleges and universities have produced contacts with potential employees, interns, and researchers looking for projects.

Partnerships

Recommendations:

- Work with University of Wisconsin River Falls to develop a St. Croix River Field Institute to provide programs about the river and valley to a wide range of audiences
- Participate in developing a cooperative program/speaker series along the Namekagon River
- Work in cooperation with arts organizations to celebrate and experience Riverway resources
- Work with tourism-related organizations and businesses to help people use and appreciate the Riverway
- Support and expand volunteer opportunities to participate in Riverway stewardship including the River Rovers, volunteers who promote a safe river experience
- Create products for use by Incidental Business Permit holders that promote safe use and appreciation of Riverway resources

Ownership patterns of non-federally owned land and community locations that are intertwined with the Riverway provide opportunities for partnerships. Park staff is committed to expanding the Riverway's partnership opportunities to better serve the public and the resources.

Working under a formal cooperative agreement with the University of Wisconsin at River Falls, the Riverway and the University will establish the St. Croix River Field Institute. The Institute courses will take place on or near the St. Croix River and focus on providing more in-depth educational opportunities offering enrichment experiences, credit and non-credit courses, and applied research. Programs will be developed

INTERPRETATION AND EDUCATIONAL PROGRAMS

for a broad range of audiences and is expected to mostly draw people living in the state zone of the Riverway.

Business partners currently receive maps, safety signs, and information to post at their sites. Opportunities to present programs to their clients or allow for contacts with an interpretive park ranger will be explored.

The Riverway would like to strengthen bonds with other agencies, tribal groups, local historical societies, and governments to share knowledge and improve visitor services.

THEMES/MEDIA CHART

On the following two pages, a chart shows where the Riverway's primary themes are covered or could be included in the interpretive media and personal services at St. Croix National Scenic Riverway.

Interpretive Themes

Geology & Hydrology

• The St. Croix and Namekagon Rivers reflect the current climate and recent happenings, but the St. Croix Valley reveals and reflects its turbulent past as a glacial outlet. • Powerful geologic forces of volcanism, glaciation, and erosion created invisible features in the valley through which the river flows, influencing the plants and animals that live there.

Ecological Crossroads

• The Riverway retains qualities of a pristine riverine environment within the complex convergence of three major biomes — prairie, deciduous hardwood forest, and coniferous forest — that intersect to create a rich, yet fragile diversity of habitats for plants and animals. • The protected, linear nature of the Riverway provides a refuge and a corridor for movement for a diversity of wildlife including some threatened and endangered species. • Protection of habitat for these species helps to maintain the natural systems on which all flora and fauna depend.

River of Life

• The St. Croix and Namekagon are dynamic, resilient floodplain rivers that sustain a variety of life as they drain, interact with, and change the landscape they run through. • Below the water surface there is an enigmatic world that few visitors see or appreciate, dependent on high water quality and bursting with life including species of fish, aquatic insects, and mussels which are both common and rare.

A Fragile Place

• Despite past resilience, increasing numbers of exotic species, expanding urban development, and water pollutants increasingly threaten to diminish the quality of the natural and scenic resources the Riverway was established to preserve. • Protecting a river involves care for the entire watershed the lands and waters that drain into it not just the river alone.

Human Highway and Home

- The change in people's relationship to the river valley from harvest and manipulation, toward valuing the river valley's own unique characteristics, is demonstrated in the history of human use and attitude of these rivers. The history of these rivers is a regional and international story of a homeland and battleground for American Indians; an outpost for the European fur trade; and the river and valley as a source of wealth, destruction and homes for the expanding United States and its people.
- Many people from the time of glacial retreat through to today's visitors have found their needs for
 physical, economic, and spiritual survival met through their interaction with the St. Croix and
 Namekagon rivers.
 The Riverway landscape bears witness to the people who came before us
 through, towns, farms, historic structures, ruins, vegetative changes and discarded objects.

Wild River Recreation

• The Riverway offers opportunities for physical challenges and spiritual renewal through a diversity of recreational activities such as canoeing, boating, fishing, camping, and hiking in a natural and sustainable setting close to a major metropolitan area. • The Riverway includes scenic and varied landscapes, creating a setting to enjoy recreational opportunities while seeking the essence of nature, and solitude and contemplation away from the hectic pace of urban living.

Conservation

• People treasured the existing scenic beauty and recreational opportunities enough to protect the St. Croix and Namekagon rivers from further development as part of the landmark legislation of the original Wild and Scenic Rivers Act in 1968. • St. Croix NSR is part of the National Park System.

Orientation and Safety

(Note: Although these two "topics" are not "themes" these two areas are listed here because the Riverway needs to assure they are covered in interpretive media and personal services.)

/Media Chart

<u>Audio-</u> <u>visual</u>	<u>Exhibits</u>	Outreach Portable Exhibits Riverway Panels	Publicat. Map and Guide Site Bulletins	Waysides Low Profile Interpretive Upright Orientation	Website Website	Programs Interp. and Education Programs
Riverway AV Program	St. Croix River V.C.		Map and Guide River Guides	Low Profile Interpretive Upright Orientation	Website	Interp. and Education Programs
Riverway AV Program	St. Croix River V.C.	Portable Exhibits Riverway Panels	Map and Guide River Guides Site Bul.s	Low Profile Interpretive Upright Orientation	Website	Interp. and Education Programs
Riverway AV Program	St. Croix River V.C. Namekagon River V.C.	Portable Exhibits	Map and Guide River Guides	Low Profile Interpretive Upright Orientation	Website	Interp. and Education Programs
Riverway AV Program	Riverside School St. Croix River V.C. Namekagon River V.C.		Map and Guide River Guides Site Bulletins	Low Profile Interpretive Upright Orientation	Website	Interp. and Education Programs
Riverway AV Program	Namekagon River V.C.		Map and Guide Handouts Section Maps		Website	Interp. and Education Programs Informal Contacts
Riverway AV Program			Map and Guide River Guides		Website	Interp. and Education
	"woven" into all Exhibits	Van at Landings	Map and Guide Handouts	Upright Orientation	Website	Interp. and Ed. Progr. Informal contacts

COLLECTION NEEDS

In recent years, additions to the collection of historical objects have been found within the Riverway boundaries by park staff and stored on-site. No purchase or solicitation of objects will occur over the next ten years unless needed for exhibits or as a result of resource management research needs. The potential increase in objects to the on-site collection is likely to be primarily within the Riverway archives.

The Riverway does not have the on-site facility space or staff time to care for the more than 6,000 archeological objects that currently reside off-site at the Midwest Archeological Center in Lincoln, Nebraska. Therefore, the archeological collection will remain at that location.

RESEARCH NEEDS

The following areas have been identified for research and the information will be incorporated into the interpretive program as appropriate. Project statements written to seek internal funding are listed below. (The NPS Project Management Information System, or PMIS, project tracking number is shown in parentheses.)

Cultural Resources:

Survey, Identify, Preserve and duplicate Historic Photos (#50820)

Research Historic Logging (#50806)

Ferry Crossings and Railroads (#50806)

Conduct Oral Histories (#50816)

Additional research needs have been identified for cultural resources but no PMIS statements have been created at this time.

Natural Resources:

Gather Critical Info: Camping and Visitor Use (#86124 and #63024)

Develop Spill Plan for the Riverway (#102126)

Survey Mercury Levels in Fish (#73209)

Establish Long-term Bird Monitoring (#72445)

Survey for Karner Blue Butterflies (#60943)

Assess Water Quality Impacts from Runoff (#71816)

Monitor Water Quality (#60891)

Map Visual Sensitivity for the St. Croix Valley (#84911)

Determine Geomorphic History of Island (#60946)

Determine Critical Low-flow Characteristics for the river (#102998)

Monitor Rare Plants (#94176)

Integrate Mussel, Fish, and Habitat Data (#103669)

Determine Causes in Streamflow Changes (#102256)

Assess the Impacts of Organic Wastewater Contaminants (#84749)

Survey Chironomidae Communities for Water Quality (#103212)

Prairie Restoration Demonstration (#103359)

Social Science and Visitor Use

Riverway management does not have a strong understanding of where, when, and how visitors use the Riverway. The park gained insight from social science surveys done from 1999-2003. The Incidental Business Permit program, initiated in 2004, requires businesses bringing visitors to the Riverway to report the number of customers they serve each year. This will aid in understanding this segment of Riverway users. To help plan for the future, the NPS needs to develop a more accurate method of determining how and when visitors use the Riverway.

STAFFING NEEDS

To carry out the recommendations made in this LRIP, an additional 9.17 FTE needs to be added to the Riverway's Interpretive division on a recurring basis. (FTE = Full Time Equivalency: 1.0 FTE equals one employee working in a position full-time, 40 hours a week, for one calendar year.) This number of additional FTE also correlates to the Riverway's Business Plan which was produced in 2004 and showed a need for an additional nine+ FTE for the Interpretive Division.

Riverway Programs

- 1 FTE for an Environmental Education Specialist to create curriculum based education programs, conduct teacher workshops, and implement new curriculum.
- 1 FTE for Stewardship education. This person will expand volunteer opportunities linked to programming to encourage stewardship.
- .4 FTE for website, publication, and exhibit development.

Lower District

- 1 FTE for coordinating the St. Croix River Field Institute with the University of Wisconsin River Falls and to expand programming on the Lower St. Croix River, focusing on Stillwater to Prescott.
- 2 to 4 seasonal employees for a total of .84 FTE to enhance and expand programming in the district.
- 2 seasonal employees for 1 FTE to improve operation of new St. Croix River Visitor Center.

Namekagon District

- In 2004, the Namekagon District Interpreter transferred. In 2005, the position was authorized to be refilled as a GS-5/7/9 Subject-to-Furlough position funded for seven months.
- .2 FTE (from seven to nine months) for the current STF position to increase outreach. (STF = Subject-to-Furlough: a permanent employee who is put on furlough for part of each year.)
- One 9 month permanent part-time or STF position to expand services from Hayward north to the headwaters of the Namekagon River.
- 1 to 2 seasonal employees for .5 FTE to improve and expand operation of the Namekagon River Visitor Center.
- 2 to 4 seasonal employees for a total of .84 FTE to enhance and expand programming in the district.

Marshland District

- 2 to 4 seasonal employees for a total of .84 FTE to enhance and expand programming in the district
- No staffing is shown for the Marshland Center. When a decision is made how best to operate the Marshland Center, more staffing may be needed and a recommendation will be made at that time.

Projects (non-recurring)

- 1 to 2 seasonal employees for .4 FTE needed for expansion of programming projects one time staffing /non-recurring
- 1 .46 FTE seasonal employee for one summer for producing a training video for camps and groups
- 1 seasonal employee position of .5 FTE for two summers to work on finalizing the wayside exhibit planning.

IMPLEMENTATION PLAN

The measure of success of any plan is the extent to which it is implemented. Initial implementation strategies need to be both realistic and flexible. Because funding opportunities and priorities often change, park managers will adjust the implementation strategies to adapt to changing conditions.

Over the next 10 years, employees in the positions listed below will guide the accomplishment of the recommendations in this plan:

Superintendent, St. Croix National Scenic Riverway
Manager, Educational Partnerships Team, St. Croix N. Scenic Riverway
Cultural Resource and Interp Specialist, St. Croix Nat. Scenic Riverway
St. Croix District Interpreter, St. Croix National Scenic Riverway
Marshland District Interpreter, St. Croix National Scenic Riverway
Namekagon District Interpreter, St. Croix National Scenic Riverway
Chief of Interpretation and Education, NPS Midwest Regional Office

Below are the identified priorities for staff time and funding as it becomes available for implementing recommendations from this LRIP. St. Croix NSR recognizes that targeted funding, interest by partners, and staff skills may lead to other recommendations moving ahead of these identified priorities, but this list will be kept in the forefront.

T+: Top priorities; implementation has been initiated

- Produce a new, 12-minute digital audiovisual program (i.e., "Park Film") for showing at Riverway Centers
- Plan, design, and produce new exhibits for the St. Croix River Visitor Center
- Revise and redesign the Official Map and Guide for the Riverway
- Prepare a Wayside Exhibit Plan for the entire Riverway

T: Top priorities

- Develop a plan for an alternative use for the Marshland Center and convert it to this use with the help of partners
- Plan, design, and produce outdoor, self-service exhibits for each Riverway Center
- Develop exhibits and other media to highlight the Riverway at park partner locations
- Create table-top and free-standing exhibits for use at festivals, expositions, and at Riverway landings
- Add markings to interpretive vans, canoes, and kayaks to increase visibility and enhance Riverway identification
- Produce and install exhibits specified in the Wayside Exhibit Plan
- Enhance the website by adding more information and increasing the interpretive components
- Develop a set of five core Riverway educational programs for schools
- Reach out to populations that use the river but are not being reached by existing media and non personal services
- Work with University of Wisconsin River Falls to develop a St. Croix River Field Institute to provide programs about the river and valley to a wide range of audiences
- Support and expand interpretive volunteer opportunities that allow volunteers to participate in Riverway stewardship including the River Rovers, volunteers who promote a safe river experience

PLANNING TEAM

National Park Service

St. Croix National Scenic River

Tom Bradley, Superintendent	St. Croix NSR
Ron Erickson, Manager, Educational Partnerships Team	St. Croix NSR
Jean Schaeppi, Cultural Resource and Interp. Specialist	St. Croix NSR
Dale Cox, St. Croix District Interpreter	St. Croix NSR
Jean Van Tatenhove, Marshland District Interpreter	St. Croix NSR
Kevin Iverson, Program Assistant	St. Croix NSR
Teresa Wolfe, Interpreter	St. Croix NSR
Linda Krings, Interpreter	St. Croix NSR
Robin Maercklein, Resource Management Specialist	St. Croix NSR

Harpers Ferry Interpretive Design Center

Jack Spinnler, Interpretive Planner (Team Captain)	Harpers Ferry Center
David Guiney, Director, Interpretive Media Institute	Harpers Ferry Center
Terry Lindsay, Wayside Exhibit Planner	Harpers Ferry Center
Megan Kealy, Cartographer	Harpers Ferry Center
Tony Sciantarelli, AV Support Assistant	Harpers Ferry Center

Mississippi National River and Recreation Area

Joan Guilfoyle, Mgr., Educational Partnerships Team	Mississippi NRRA
Stan Zobel, Computer Specialist	Mississippi NRRA

Midwest Regional Office

Park Partners

Julie Fox, Naturalist	Wisconsin Interstate Park	
Dave Crawford, Naturalist	Wild River State Park	
Sue Matthews, Manager	Polk County Info Center	
Larry Buchholz, Manager	Minnesota Interstate Park	

(List of Park Partners continued on next page)

Park Partners

Joel Stedman, Interp Operations Coordinator Minnesota DNR Judy Thomson, Regional Naturalist Minnesota DNR

Amy Frischmon, Vice President Wild Mountain Ski Area
Jerry Dorff, Owner Wild River Outfitters
Matt Berg, Biology Teacher Grantsburg High School

Sarah Ullmer, Director Camp Sunrise

Sue Benson, Director of Education Cable Natural History Museum

Storme Nelson, Executive Director Hunt Hill Nature Center and Audubon Sanctuary

Kathy Moe, Biological Technician Chequamegon National Forest

John Haack, St. Croix Basin Educator

Deb Malesevich, Director

Univ. of Wisconsin Extension Office
Telemark Education Foundation

John Canfield, Owner Jack's Canoe Rentals
Kari Nastingen-Husey, Naturalist Willow River State Park
Tom James, Volunteer Coordinator St. Croix River Rovers
Becky Lewis, Program Coordinator Wild River YMCA
April Rust, Project WET Director Minnesota DNR

Sarah Adams, Librarian St. Croix Falls Public Library
Larry Verissimo, Owner KOA Hayward Campground
Craig Corbin, Director Luther Point Bible Camp

Shawn Haseleu Wisconsin DNR

John Elhom, Planner Washington County Parks

Lori Fox, TeacherDresserTom McLaughlin, TeacherCenter CityTom Kloeckl, TeacherPine City

Stephanie Legros, Outdoor Educ. Coordinator Dakota County Parks
Rob Shultz, Director YMCA Camp St. Croix
Mayme Johnson, Naturalist Carpenter Nature Center

Dawn Flinn, Natural Res. Educ. Coordinator Minnesota NDNR

Jill Greenhalgh, Director Arcola Mills on the St. Croix

Niki Roussopoulos, Camp Program Director YMCA Camp St. Croix

Dave Trechter, Coop/Marketing Specialist

Mark Kinders, Public Affairs Director

Pat Kytola, Site Administrator

University of Wisconsin, River Falls

University of Wisconsin, River Falls

Oceola and St. Croix Valley Railway